

**Oklahoma State
Department of Health**

Maternal & Child Health Service

Women, Infants & Children (WIC) Program

Chronic Disease Service

Oklahoma Turning Point Initiative

**Coalition of Oklahoma
Breastfeeding Advocates**

**Oklahoma Healthy Mothers
Healthy Babies Coalition**

This brochure and an application form

can be found on the Web at:

<http://bis.health.ok.gov>

Would You Like...

- Reduced staff turnover and retention of skilled workers after the birth of a child?
- Reduced sick time/personal leave due to a sick child?
- A healthier workforce with fewer and less expensive health insurance claims?
- Enhanced job productivity, employee satisfaction, loyalty and morale?
- An enticing recruitment incentive?
- A reputation as a company concerned for the welfare of its employees and families?

Breastfeeding Works!

The American Academy of Pediatrics recommends exclusive breastfeeding for the first 6 months and continued breastfeeding for at least 1 year to achieve optimal maternal and child health.¹

About 70% of employed mothers with children younger than 3 years of age work full-time.² In Oklahoma, one in five women who stopped breastfeeding cited returning to work or school as the reason.³

Encouraging and supporting breastfeeding in the workplace can offer employers tremendous rewards.

How Employers Benefit

Employers who have adopted supportive breastfeeding polices have noted: ²

- 1 A total cost savings benefit of \$3 for every \$1 invested**
Breastfeeding support at the work place can help a company's bottom line.
- 2 Less illness and decreased health care costs of about \$400 per breastfed baby in the first year of life**
Breastfed infants typically have fewer sick care visits, prescriptions, and hospital stays.
- 3 Reduced parental absenteeism to care for ill children.**
Mothers of formula-fed babies have higher rates of 1-day work absences.
- 4 Improved employee productivity**
Better health and more days at work mean increased output.
- 5 Higher morale and greater loyalty**
A supportive work environment can boost employee satisfaction.
- 6 Improved ability to retain valuable employees**
Some women resign if they expect or experience difficulty in continuing to breastfeed when they return to work.
- 7 Improved ability to attract valuable employees**
Employers who are supportive of their breastfeeding employees will have a more positive, family-friendly image in their community.

Why Breastfeeding Makes a Difference

- Babies were born to be breastfed.
- Human milk protects infants from many infections and conditions:
 - ear, skin, stomach, and respiratory infections
 - Sudden Infant Death Syndrome (SIDS)
 - diarrhea, necrotizing enterocolitis
- Human milk reduces infant long term risks:
 - obesity, type 1 and 2 diabetes
 - asthma, and childhood leukemia
- Mothers who breastfeed:
 - are healthier
 - have less postpartum bleeding
 - return to their pre-pregnancy weight faster
 - have a reduced risk of postpartum depression and type 2 diabetes
 - have a reduced risk of breast and ovarian cancer
- Breastfeeding families save money on food and health care costs.
- Employers and communities benefit from healthier families and less parental absenteeism from work.
- Breastfeeding is good for the environment:
 - uses less energy
 - creates less waste